Retailer Marketing Meeting Minutes and Christmas 2017 Extended Hours

Dear Retailers,

The Retailer Marketing Meeting was held on Wednesday 27 September 2017. The group of retailers can raise issues/concerns etc. on your behalf.

For those of you who are not aware, the committee of retailers that attend these meetings is:

♣ Peter – Life Pharmacy
♣ Mary – Pakuranga Lotto
♣ Adrian – Porterhouse
♣ Ritesh – Brownsons Jewellers
♣ Ross – Farmers
♣ Emma – Caci Clinic
♣ Sohan – Floral Elegance
♣ Louise – Muller Law

If you have any queries or items you would like to be brought up at the next meeting then please either contact one of the above or advise centre management.

Please find below the minutes.

Agenda items	Discussion points	Comments
Committee chair person	Better format for meetings	Stephen suggested that the committee elect a person to 'steer' the meetings from the retailer side so that things run more smoothly. Jaki suggested they have a list of questions/concerns at each meeting prepared as a group so that management can respond. Management will also continue to discuss marketing and other matters.
Development	Plans	"Wyman advised the group that there is no further update from the last meeting. General discussions ensued and it was agreed that the committee would prefer to receive a statement or Press release from the Land Lord. The concern from the retailers is that the wider community are ill informed of the centre future and wild stories are circulating. Sohan and Ritesh mentioned that the press release would give confidence to shoppers and retailers. Ritesh mentioned `East life magazine maybe a good device for the communication from the Land lord to be published.
Communication to the Landlord	Committee would like Stanley to attend a meeting	Wyman mentioned that Stanley`s attendance to meeting would be fruitless. There was no further information to provide from the last meeting. Refer above Development points that a possible press release may be a better option.

Leasing	Vacating/New tenants	* Updated the group that Sonic and Joy up and Running (both external tenants at the front of the centre) are vacating. * Updated the group that there is a new tenant, Book Barn, who will take over the ex Whitcoulls site for a 6 month period and maybe longer. * Updated the group that Windy in the food court is Vacating * Updated the group that Black Pepper are vacating * Updated the group that Music shop are vacating the current tenancy
Vacant shops	Darkness	The cost to run the lights was being absorbed by the Land Lord, The lights have been turned off until confirmation from the land lord is received that they are willing to absorb the cost. Stephen mentioned that ideas were being proposed for some vacant shop fronts to be decorated with window displays
Marketing	October school holidays	Advised the group on October holiday activities and media used to promote the activities
	Christmas	* Advised the group that we are in the process of planning Christmas with the agency. Once our proposal is approved, we will share all details with the group. * The group advised that Trading hours provided after the last meeting were not liaise with other tenants. Lexi provided Trading Hours at the end of the meeting and the group agreed to have feedback to management by Friday 29th Sept. * Advised that group that decorations will be installed 6th Nov. No new decorations until development. * Advised the group of Santa's arrival date - Saturday 2nd December. Arrival day events to be confirmed
	Entertainment	* More entertainment requested especially towards the Farmers end where there are the most vacant shops. Consider Thurs and Fri nights as well as key calendar periods through the year. * Foodcourt specific promotions. Requested this to be considered as was done in previous years by previous owners. * Advised the group that David (Music Book Shop) did not provided entertainer contact information he promised at the last meeting. Lexi has continued to follow up with him
	Entertainment/Activities	* School bands, drama clubs, dance schools, sports clubs - all would be good performing in the centre to create atmosphere and help out the local community * Advised the group of the meeting had with Pakuranga College. Unfortunately students are very busy with exams to take part in entertainment activities
	eDMs, web and FB	Reminded the group that we can only able to promote their offer/service etc. when they provide relevant, accurate and professional information. FB and Web can be done almost immediately but eDM's take a little longer. It's easy for her to do and free so a good way to advertise to our database. Advised the group that marketing channels specs were

		provided on the retailer newsletter that went out earlier in the week
	Halloween	Advised the group that this Halloween we are hosting a Halloween Themed Playtime. We will feature cookie decorating and face painting. Collateral is with the agency.
	A5 Perspex Holders	Advised the group that only 20 retailers have ordered A5 Perspex Holders. A follow up reminder was added to the retailer newsletter sent out earlier in the week.
General:	Council Meeting	Pavers outside greens has been approve to be repaired, contractor has been engaged.
	Water Leaks	Repairs are underway and so far so good. More work to be done
	Council plans for the area	Stephen mentioned that Auckland Transport have a temporary lease next to the Hospice shop and suggested all information could be found there.
	Security	Emma mentioned there has been several strange happenings in the carpark, Ritesh has requested a more obvious presence around centre court and the corridor near Bronsons Jewellers
	Foot Traffic	The group would like to have the foot traffic figures reported to them each month so that they have a better and clearer understanding of how the centre is trading. Jaki has mentioned the LL was not forthcoming to provide these figures. Peter mentioned that it was freely available with Westfield and Ladbrokes. Peter also mentioned the rates have increased and would have liked to understand the breakdown of the increase, rather than simply receiving a larger rates invoice with no correspondence to justify the increase.
	Fire Evac drill	Sohan raised concern about the location of the evacuation points. Red Alert are the contractor who undertake the drill and responsibility for conducting the evac test as well as ensuring the building is compliant in the event of a fire or emergency situation. Stephen mentioned he had questioned the Evacuation points with Red Alert and the current law does not specify the need to detail an exact meeting point, but mentions that all occupiers must be a safe distance from the building.
Next meeting proposed for Wednesday, November 8th 2017 @ 10:30		

Please see below for our extended Christmas trading hours

Extended Christmas Trading Hours 2017			
Thursday, 14 December 2017		9:00	19:00
Friday, 15 December 2017		9:00	19:00
Saturday, 16 December 2017		9:00	19:00
Sunday, 17 December 2017		9:00	19:00
Monday, 18 December 2017		9:00	19:00
Tuesday, 19 December 2017		9:00	19:00
Wednesday, 20 December 2017		9:00	19:00
Thursday, 21 December 2017		9:00	21:00
Friday, 22 December 2017		9:00	21:00
Saturday, 23 December 2017		9:00	18:00
Sunday, 24 December 2017	Christmas Eve	9:00	18:00
Monday, 25 December 2017	Christmas Day	Closed	
Tuesday, 26 December 2017	Boxing Day	10:00	17:00
Wednesday, 27 December 2017		9:00	18:00
Thursday, 28 December 2017		9:00	18:00
Friday, 29 December 2017		9:00	18:00
Saturday, 30 December 2017		9:00	18:00
Sunday, 31 December 2017	New Year's Eve	10:00	17:00
Monday, 1 January 2018	New Year's Day	Closed	
Tuesday, 2 January 2018	Public Holiday	10:00	17:00
Wednesday, 3 January 2018		9:00	18:00

Best regards,

Centre Management team

info@pakurangaplaza.co.nz